RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

May 15, 1997

RJR Account #044880
Mr. P. Martin
A. D. BEDELL

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

Dear Page:

Regular *DORAL* product has been ordered (see quantities listed below), as well as 18 SKUs of Doral Flashlights (Item #527813) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	#/ (6M) Cases
12300-22081	*FF Box 100*	1
12300-84106	*LT Box*	1
12300-22084	*LT Box 100*	1

Cancelled 5/20/97

Product / Premium Arrival:	June 23, 1997
Ship Date to Retail:	Week of: June 30, 1997
Lighters: (Item #527813)	
SKU CUBE:	2.5280
SKU WT (w/o Product):	10.6200 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$831.95
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/prym0000

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$35.00 (1.25 (12M) case(s) @ $28.00).** Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: C. Alessandra
Enc. Wholesaler Packing Instructions
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORFL.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/prym0000

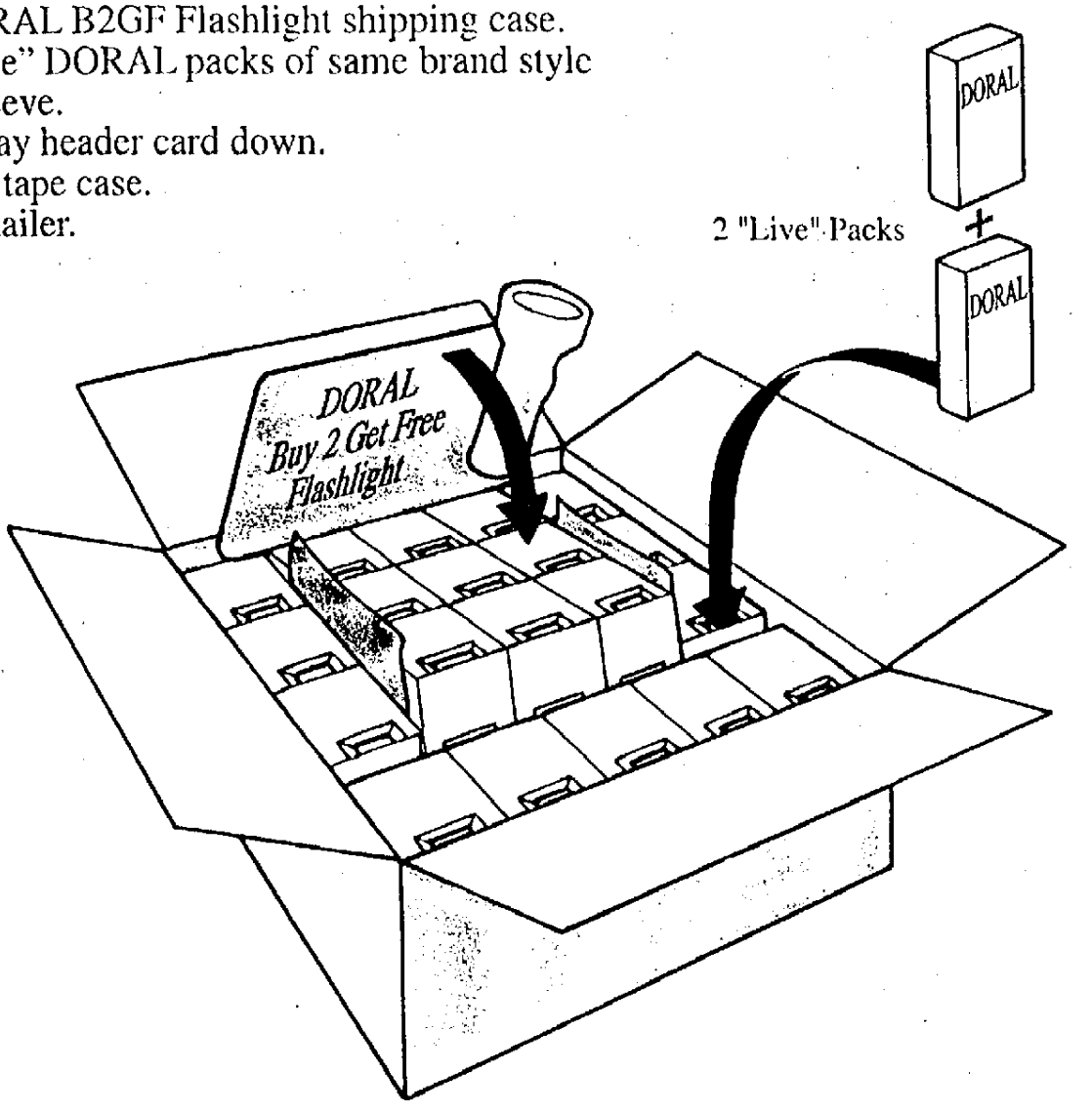
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR.'97

July DORAL B2GF Flashlight

STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813
Description: DORAL B2GF Flashlight Display/POS Kit

Brand Style	~~ff BOX~~	ff BOX 100	LT BOX	LT BOX 100		
Number of Cartons	~~X~~					

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Source: https://www.industrydocuments.ucsf.edu/docs/prym0000

WHOLESALER : 944880 A. D. BEDELL CO. <DIRECT>
TEMPLATE : 700727 70700 DOR FLASHLIGHT
TEMPLATE SEQ : 0010
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162607	162627	357342	THE HUB	501 W MAIN ST	SMETHPORT	PA	16749	3				(814)887-5585
162607	162627	705264	BP SHOP	CENTER & NORTH ST	ST MARYS	PA	15857	1				(814)834-7070
162607	162628	714927	CARTERS CONVENIENCE	304 PENN AVENUE E	WARREN	PA	16365	5				(814)726-0341
162607	162628	764541	STEVES UNITED NEWS	330 PENN AVENUE	WARREN	PA	16365	1				(814)723-5705
173001	173022	399049	THOMAS MKT	100 S MAIN ST	UNION CITY	PA	16438	1				(814)438-3422
173001		572289	OTTO'S KEYSTONE	P.O. BOX 90	PLEASANTVILLE	PA	16341	1			939827	(814)589-7696
173001	173022	626433	TITUSVILLE NEWS	401 W. CENTRAL AV	TITUSVILLE	PA	16354	1				(814)827-1227
162607		543714	LANES CITGO	306 S. MAIN STREE	SHEFFIELD	PA	16347	1			917609	(814)968-5480
162607		566942	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA	16921	1			941856	(814)435-2178
162606	162628	398393	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY	14701	1	NYS			(716)483-5371
162606	162628	764502	MCKINLEY S MARKET	439 WILLARD ST	JAMESTOWN	NY	14701	2	NYS			(716)664-6955

PAGE BREAK TOTAL ACCOUNTS 11 TOTAL QUANTITY 18

TEMPLATE TOTAL ACCOUNTS 11 TOTAL QUANTITY 18

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Source: https://www.industrydocuments.ucsf.edu/docs/prym0000

404 SMS404UO SALES MATERIALS SYSTEM 05/20/97 11:22

(ORDERS) ORDER INQUIRY FOR: 7135-0576 NO COMMENTS FN

ORDER STATUS: CANCELED ENTRY DATE/TIME: 97/05/15 14:32

ORDER FROM: 16XXXX SHIP TO: 1626XX / 044880 (716)634-9232

A. D. BEDELL CO.

252 ROCHESTER ST/ PO

SALAMANCA NY 14779

ORDER TOTAL TOTAL QTY

CASES...:

WEIGHT..:

SIZE....:

EST COST:

(ITEMS 1 - 1 OF 1 SHOWN)

ITEM	ORDER QTY	BO QTY	BO HELD	DESCRIPTION	DATE	STATUS
527813	18			DORAL B2GF FLASHLIGHT-JULY	970520	CANCELED

Enter-PF1---PF2---PF3---PF4---PF5---PF6---PF7---PF8---PF9---PF10--PF11--PF12---

Help SpHdl Retrn Item- Item+ Comm <--- ---> Main

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 07/10/97

ACCOUNT NUMBER: 044880
VOUCHER NUMBER: 15360216
DATE WRITTEN: 07/10/97
STATUS: PAID
AMOUNT PAID: 35.00

A.D. BEDELL
PO BOX 349
SALAMANCA , NY 14779

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.25	35.00

EXPLANATION: JULY: DORAL B2GF FLASHLIGHT/#700727/C. ALESSANDRA

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Source: https://www.industrydocuments.ucsf.edu/docs/prym0000